Synovate 7600 Leesburg Pike East Bldg. Ste.110 Falls Church, VA 22043 Tel 703.663.7249 Fax 703.790.9181 www.synovate.com



# 2007 Visitor Profile and Economic Impact Study

Prepared for Greater Miami Convention & Visitors Bureau

Prepared by Synovate - Miami

Date February 2008



#### I. INTRODUCTION

This report contains a summary of the major results of the **Visitor Profile and Economic Impact Study** conducted for the Greater Miami Convention & Visitors Bureau during 2007.

The Study is based on the results of 5,400 interviews conducted at random, among overnight visitors to Greater Miami and the Beaches. 500 intercept interviews were conducted monthly during the first and third quarters and 400 were conducted monthly in the second and fourth quarters.

The study is conducted annually to determine a number of characteristics of the overnight visitor to Greater Miami and the Beaches, including:

- Total overnight visitors by region
- Purpose of visit
- Type of lodging used
- Area of lodging
- Satisfaction level
- Likelihood of returning
- Likes of area
- Areas visited
- Dislikes of area
- Demographic characteristics
- Party size
- Length of stay
- Expenditures

In addition to determining a Visitor Profile, the 2007 study also develops estimates of the direct economic impact of overnight visitors on the Miami-Dade County economy.

The following pages contain the major findings of the 2007 Tourism Survey of Greater Miami and the Beaches conducted by Synovate.



#### II. EXECUTIVE SUMMARY

#### 2007 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS

### **Overnight** Visitor Spending

Overnight visitors spent \$17.1 billion in direct expenditures in Greater Miami and the Beaches. Other highlights:

Average daily expenditure remained steady at \$244.54; average expenditure per trip was \$1,430,56; and the average length of stay was 5.85 days.

### **High Visitor** Satisfaction

Visitor satisfaction continued at its high levels since the GMCVB started tracking it in 1989. Over 90% of overnight visitors said they were "extremely or very satisfied" with their stay in our destination -that represents 11.6 million of the nearly 12 million overnight visitors to Greater Miami and the Beaches. The likelihood of returning to our destination was 97.8% or 11.7 million visitors—the highest observed level in the past 5 years. The increase in satisfaction and likely to return ratings are a good sign for Greater Miami's "repeat visitors." This also may be a sign that travelers are noting the increase in improved attractions and amenities that Greater Miami has to offer.

Total Overnight Visitors In 2007 the visitor industry showed an improving travel industry with a 3.3% increase in visitors to Miami and the beaches over 2006. 12.0 million visitors stayed at least one night in Greater Miami and the Beaches, compared to the 11.6 million visitors in 2006. This reflected a market mix of 54% domestic and 46% international visitors. continuing the trend of more domestic visitors than international visitors that has appeared in recent years. Tighter visa control that has since emerged after 9/11 may be negatively effecting international travel to the U.S. The negative images of the U.S. in recent years may be detracting international visitors as well.

> In 2007, the bright spot for international visitors was the continued attraction of visitation from the strongest segment of Miami's international visitor component-Latin America. Miami was an international destination for European visitors as well. Visitors from Europe and Canada grew 5.7% and 5.5% respectively. This is most likely due to the declining value of the US dollar. Spending among international visitors was also up in 2007.



**Main Purpose of Visit** Vacation travel continued to be the main reason people visited Greater Miami and the Beaches. It represents 55% of the total market mix in 2007. Business/Convention travel represented 14% of the market mix. Visiting friends and relatives (VFR) represented 20% of the market mix. The other main purpose of visit, taking a cruise, represented 6% of the market mix.

#### Where They Stayed

The following is a percentage breakdown of where visitors who used lodging stayed in 2007:

Miami Beach	40.9%
Downtown	16.6%
N. Dade/Sunny Isle	13.2%
Grove/Gables/Biscayne	12.5%
Airport	10.5%
South Miami Dade	6.3%

Miami Beach continues to be visitors' favorite place to stay during their trip to the Greater Miami area.

#### **Hotel Occupancy**

The variety of attractions and points of interest supported high annual occupancy rates reported by participating hotels throughout our community:

Airport/Civic Center	81.5%
Miami Beach	76.9%
Grove/Key Biscayne	75.3%
Miami-Dade	72.7%
Downtown/North Dade	68.6%
Central Dade	67.7%
Aventura/Sunny Isles	65.7%
Coral Gables	65.3%
South Dade	62.5%



#### What They Liked\*

Overnight visitors rated the following as the top characteristics they liked about our destination:

47.8%
35.8%
25.4%
24.3%
17.1%
16.8%
15.7%
12.3%
13.2%
8.5%

<sup>\*</sup> Visitors may have given more than one response

The weather and beaches still topped the list for favorite features (and Greater Miami witnessed an increase in tourism).

International visitors rated shopping and the beaches as their top favorite features while domestic visitors' favorites were the weather and the beaches.

Other notable characteristics were our destination's cultural activities, shopping and year-round outdoor and water activities.

### What They Don't Like

Visitors in general had very few "dislikes" about the Miami area. Main concerns were mainly associated with traffic (16%) and crowded/developed (3%).

#### **2007 TRENDS**

Overnight visitors enjoyed a variety of Greater Miami's sights, activities and attractions, reflecting Greater Miami and the Beaches diversity, one of its greatest competitive strengths. Following is a sample of visitation at major points of interest:

Art Deco District/South Beach	53.3%
The Beaches	51.2%
Lincoln Road	27.6%
Aventura Mall	24.9%
CocoWalk/Mayfair/Coconut Grove	24.9%
Bayside Marketplace	24.4%
Downtown Miami	24.1%
Coral Gables	24.1%
Little Havana	17.9%
Night Clubs	16.4%
Dolphin Mall	12.5%
Dadeland Mall	11.8%
Key Biscayne	7.5%
Bal Harbour Shops	6.6%



### **III. Total Overnight Visitors**

#### A. The Tourist Universe

Over sixteen million passengers arrived at MIA in 2007. In addition, significant levels of domestic passengers staying in Miami-Dade County are using Broward County Airport (FLL) as their gateway to South Florida. In fact, total 2007 arrivals at FLL posted a healthy increase over 2006 arrivals, particularly in the second half of 2007. The Bureau has investigated the extent and impact of this situation on the estimates of visitor levels and economic impact on Greater Miami and The Beaches. The data in this report combines the interviews of visitors using both MIA and FLL who stay overnight in Miami-Dade county.

12 million people spent at least one night in Greater Miami and the Beaches in 2007. Domestic visitors accounted for 54% of all overnight visitors while 46% were of international origin.

Table 3A-1

Overnight Visitors To Greater Miami And The Beaches  Domestic and International Origins												
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	2007					
	(000)	(000)	(000)	(000)	(000)	(000)	(000)					
Domestic Visitors International Visitors	5,263.6 <u>5,245.7</u>	5,316.2 4,915.2	5,585.3 4,859.7	5,726.7 <u>5,235.1</u>	6,028.7 <u>5,272.9</u>	6,262.8 <u>5,322.2</u>	6,473.0 <u>5,492.9</u>					
<b>Total Overnight Visitors</b>	10,509.3	10,231.4	10,445.0	10,961.8	11,301.6	11,585.0	11,965.9					
Domestic Visitors International Visitors Total Overnight Visitors	% 50.1 <u>49.9</u> 100.0	% 52.0 <u>48.0</u> 100.0	% 53.5 <u>46.5</u> 100.0	% 52.2 <u>47.8</u> 100.0	% 53.3 <u>46.7</u> 100.0	% 54.1 <u>45.9</u> 100.0	% 54.1 <u>45.9</u> 100.0					
Domestic Visitors		% Change 02 vs. 01 1.0	% Change 03 vs. 02 5.1	% Change 04 vs. 03 2.5	% Change 05 vs. 04 5.3	% Change 06 vs. 05 3.9	% Change 07 vs. 06 3.4					
International Visitors		-6.3	-1.1	7.7	0.7	0.9	3.2					
Total Overnight Visitors		-2.6	2.1	4.9	3.1	2.5	3.3					



### **B.** Origin of Overnight Visitors - Domestic Visitors

The Northeast continues to be the leading source of overnight domestic visitors to Greater Miami and the Beaches. The next two leading regions each delivered more than one million overnight visitors to Greater Miami and the Beaches and the western region (traditionally the smallest contributor) delivered 608.5 thousand visitors.

Table 3B-1

1	Overnight Visitors To Greater Miami And The Beaches  Domestic Origins												
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	2007						
North East	(000) 2,316.0	(000) 2,400.8	(000) 2,502.2	(000) 2,612.7	(000) 2,785.3	(000) 2,949.8	(000) 3,158.9						
Southern	1,479.1	1,418.7	1,385.2	1,407.2	2,703.3 1,501.1	2,949.0 1,565.7	1,579.4						
Midwest	1,068.5	1,092.3	1,239.9	1,247.1	1,284.1	1,265.1	1,216.9						
Western	400.0	404.4	458.0	459.6	458.2	482.2	517.8						
Total Domestic	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8	6,473.0						
	%	%	%	%	%	%	%						
North East	44.0	45.2	44.8	45.6	46.2	47.1	48.8						
Southern	28.1	26.7	24.8	24.6	24.9	25.0	24.4						
Midwest	20.3	20.5	22.2	21.8	21.3	20.2	18.8						
Western	<u>7.6</u>	<u>7.6</u>	<u>8.2</u>	<u>8.0</u>	<u>7.6</u>	<u>7.7</u>	<u>8.0</u>						
Total Domestic	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
		% Change 02 vs. 01	% Change 03 vs. 02	% Change 04 vs. 03	% Change 05 vs. 04	% Change 06 vs. 05	% Change 07 vs. 06						
North East		3.7	4.2	4.4	6.6	5.9	7.1						
Southern		-4.1	-2.4	1.6	6.7	4.3	0.8						
Midwest		2.2	13.5	0.6	3.0	-1.5	-3.8						
Western		1.1	13.3	0.4	-0.3	5.2	7.4						
Total Domestic		1.0	5.1	2.5	5.3	3.9	3.4						



### C. Origin of Overnight Visitors - International Visitors

Sixty five percent of the international visitors came from Latin America, of whom almost 2.3 million visitors came from South America; 665 thousand from the Caribbean and about 500 thousand from Central America. Europe supplied 1.2 million visitors and Canada supplied 527 thousand visitors. Visitors from Latin American remain stable. Visitors from Europe and Canada have increased. This is most likely due to the declining value of the US dollar.

Table 3C-1

Overnight Visitors to Greater Miami and the Beaches
International Origins, By Region

	<u>2001</u> (000)	<u>2002</u> (000)	<u>2003</u> (000)	<u>2004</u> (000)	<u>2005</u> (000)	<u>2006</u> (000)	<u>2007</u> (000)
Area of Origin	(000)	(000)	(000)	(000)	(000)	(000)	(000)
Latin America	3,278.6	3,111.3	3,076.2	3,303.3	3,385.2	3,443.5	<u>3,518.6</u>
South America	2,166.5	2,067.8	1,997.4	2,159.5	2,198.8	2,277.9	2,324.1
Central America	414.4	393.6	432.5	468.1	474.6	500.3	511.1
Caribbean	697.7	649.9	646.3	675.7	685.5	665.3	683.4
Europe	1,222.3	1,131.1	1,108.0	1,246.0	1,212.8	1,224.1	1294.0
Canada	587.5	535.7	539.4	554.9	564.2	526.9	556.0
Others	<u>157.3</u>	<u>137.1</u>	<u>136.1</u>	<u>130.9</u>	<u>137.1</u>	127.73	<u>124.3</u>
Total International	5,245.7	4,915.2	4,859.7	5,235.1	5,272.9	5,322.2	5492.9
Total Domestic	<u>5,263.6</u>	<u>5,316.2</u>	<u>5,585.3</u>	<u>5,726.7</u>	6,028.7	6,262.8	<u>6,473.0</u>
Total Overnight Visitors	10,509.3	10,231.4	10,445.0	10,961.7	11,301.6	11,585.0	11,965.9
		%	%	%	%	%	%
		Change	Change	Change	Change	Change	Change
		02 vs. 01	03 vs. 02	04 vs. 03	05 vs. 04	06 vs. 05	07 vs. 06
Latin America		-5.1	-1.1	7.4	2.5	1.7	2.2
South America		-4.6	-3.4	8.1	1.8	3.6	2.0
Central America		-5.0	9.9	8.2	1.4	5.4	2.2
Caribbean		-6.9	-0.6	4.6	1.4	-2.9	2.7
Europe		-7.5	-2.0	12.4	-2.7	0.9	5.7
Canada		-8.8	0.7	2.9	1.7	-6.6	5.5
Others		-12.8	-0.8	-3.8	4.8	-6.8	-2.7
Total International		-6.3	-1.1	7.7	0.7	0.9	3.2



Table 3C-2

C	vernight '	Visitors To	Greater M	iami And T	he Beache	S							
	International Origins, Market Share By Region												
	<u>2001</u> <u>2002</u> <u>2003</u> <u>2004</u> <u>2005</u> <u>2006</u> <u>2</u>												
	%	%	%	%	%	%	%						
Area of Origin													
<u>Latin America</u>	62.5	63.3	63.3	63.1	64.2	64.7	64.1						
South America	41.3	42.1	41.1	41.2	41.7	42.8	42.3						
Central America	7.9	8.0	8.9	8.9	9.0	9.4	9.3						
Caribbean	13.3	13.2	13.3	12.9	13.0	12.5	12.4						
Europe	23.3	23.0	22.8	23.8	23.0	23.0	23.6						
Canada	11.2	10.9	11.1	10.6	10.7	9.9	10.1						
Others Total	<u>3.0</u> 100.0	<u>2.8</u> 100.0	<u>2.8</u> 100.0	<u>2.5</u> 100.0	<u>2.6</u> 100.0	<u>2.4</u> 100.0	<u>2.3</u> 100.0						

Source: Synovate

### D. Overnight Visitors by Quarter

Table 3D-1

		2004		2005	2006 2007		% Chang e 05 vs. 04	% Chang e 06 vs. 05	% Chan ge 07 vs. 06		
	%	(000)	%	(000)	%	(000)	%	(000)			
1st quarter		3,145.5		3,292.3		3,309.6		3,320.9	4.7	0.5	0.3
International	47.0	1,467.9	47.0	1,536.9	46.0	1,513.1	45.8	1,521.0	4.7	-1.5	0.6
Domestic	53.0	1,677.6	53.0	1,755.4	54.0	1,796.5	54.2	1,799.9	4.6	2.3	0.15
2nd Quarter		2,646.2		2,705.1		2,856.8		2,894.9	2.2	5.6	1.3
International	45.0	1,198.7	45.0	1,204.1	43.0	1,233.2	42.8	1,239.04	0.4	2.4	0.5
Domestic	55.0	1,447.5	55.0	1,501.0	57.0	1,623.6	57.2	1,655.86	3.7	8.2	2.0
3rd quarter		2,300.1		2,376.5		2,442.2		2,706.9	3.3	2.8	10.8
International	48.0	1,095.2	47.0	1,127.9	48.0	1,170.2	49.0	1,327.2	3.0	3.8	13.4
Domestic	52.0	1,204.9	53.0	1,248.6	52.0	1,272.0	51.0	1,379.7	3.6	1.9	8.5
4th quarter		2,870.0		2,927.7		2,976.4		3,043.2	2.0	1.7	2.2
International	51.3	1,473.3	48.0	1,404.0	47.2	1,405.7	46.2	1,404.9	-4.7	0.1	-0.1
Domestic	48.7	1,396.7	52.0	1,523.7	52.8	1,570.7	53.8	1,638.3	9.1	3.1	4.3
Total											



# IV. Characteristics of the Visitors' Stay

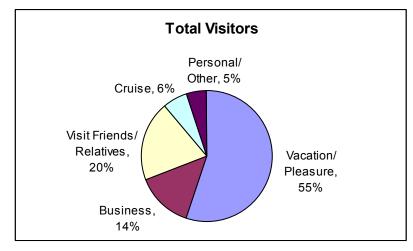
### A. Purpose of Visit – All Overnight Visitors

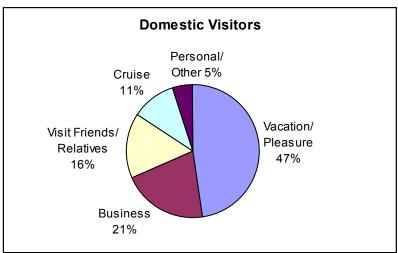
Table 4A-1

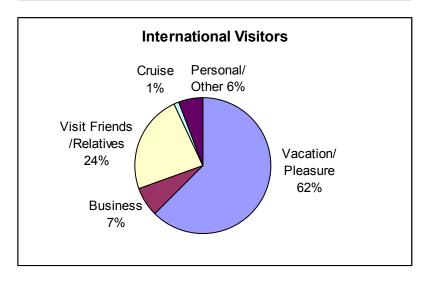
	<u>2001</u>	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%	%
<b>Total Visitors</b>							
Vacation/Pleasure	65.4	66.6	71.5	65.8	63.6	61.0	55.0
Business	13.7	12.2	13.8	12.8	12.6	11.7	13.9
Visit Friends/Relatives	15.4	14.6	6.5	9.8	11.7	17.2	19.5
Cruise	4.8	5.3	5.2	6.3	6.4	6.2	6.2
Personal/Other	0.7	1.3	3.0	<u>5.3</u>	<u>5.7</u>	3.9	<u>5.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Domestic Visitors							
Vacation/Pleasure	68.8	71.6	72.2	66.6	63.6	57.4	48.2
Business	18.5	16.0	15.6	15.0	12.9	13.7	20.5
Visit Friends/Relatives	4.8	3.9	3.6	6.6	9.7	16.6	15.6
Cruise	7.5	7.8	7.4	9.9	9.6	8.5	10.5
Personal/Other	<u>0.4</u>	<u>0.7</u>	<u>1.2</u>	<u>1.9</u>	<u>4.2</u>	<u>3.8</u>	<u>5.2</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
International Visitors							
Vacation/Pleasure	61.5	60.4	70.8	65.2	63.7	66.4	62.7
Business	8.3	7.5	11.6	11.0	12.1	8.6	6.5
Visit Friends/Relatives	27.5	28.0	9.9	12.6	14.0	18.0	23.9
Cruise	1.7	2.3	2.6	3.3	2.7	2.6	1.2
Personal/Other	<u>1.0</u>	<u>1.8</u>	<u>5.1</u>	<u>7.9</u>	<u>7.5</u>	<u>4.4</u>	<u>5.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Visitors	(000)	(000)	(000)	(000)	(000)	(000)	(000)
Vacation/Pleasure	6,873.08	6,814.11	7,468.18	7,212.80	7,187.82	7,066.85	6,581.25
Business	1,439.77	1,248.23	1,441.41	1,403.10	1,424.00	1,355.45	1,663.26
Visit Friends/Relatives	1,618.43	1,493.78	678.93	1,074.25	1,322.29	1,992.62	2333.35
Cruise	504.45	542.26	543.14	690.59	723.30	718.27	741.89
Personal/Other	73.57	133.01	313.35	580.97	644.19	451.82	646.16
		%		%			
		Change		Change			
		02 vs.	% Change	04 vs.	% Change	% Change	% Change
		01	03 vs. 02	03	05 vs. 04	06 vs. 05	07 vs. 06
Vacation/Pleasure		-0.9	9.6	-3.4	-0.3	-1.7	-6.9
Business		-13.3	15.5	-2.7	1.5	-4.8	22.7
Visit Friends/Relatives		-7.7	-54.6	58.2	23.1	50.7	17.1
Cruise		7.5	0.2	27.1	4.7	-0.7	3.3
Personal/Other		80.8	135.6	85.4	10.9	-29.9	43.0



### **Purpose of Visit 2007**









### **B.** Choice of Lodging

There has been and increase of visitors staying with friends and relatives in 2007 compared to 2006. There has also been a slight decrease of visitors staying in a hotel/motel. This is most likely due to the fact that hotel prices have increased in the Greater Miami area and the beaches.

Table 4C-1

Overnig	Overnight Visitors To Greater Miami and The Beaches Type of Lodging**											
$     \begin{array}{ccccccccccccccccccccccccccccccccc$												
<u>Hotel/Motel</u>	7,906.9	7,607.4	7,865.9	7,878.5	7,721.0							
<u>Friends/Relatives</u>	2,297.9	3,244.7	3,300.1	3,591.7	4,953.9							
Owned/Rented	198.5	153.5	158.2	127.5	179.5							

<sup>\*\*</sup>Note: Visitors could have stayed in more than one type of lodging during a visit to the Greater Miami area.



### C. Area of Lodging- Total Overnight Visitors

Table 4B-1

	<u>2001</u>	2002	2003	2004	2005 <sup>†</sup>	2006 <sup>†</sup>	2007 <sup>†</sup>
Miami Beach	48.1%	43.4%	43.6%	40.9%	46.6%	44.4%	40.9%
Downtown	8.2%	9.8%	10.5%	9.3%	9.9%	14.0%	16.6%
N. Dade/Sunny Isle	16.7%	13.1%	10.5%	18.6%	11.8%	12.7%	13.2%
Grove/Gables/Biscayne	4.9%	6.6%	5.5%	6.1%	11.1%	11.5%	12.5%
Airport	14.6%	18.9%	16.8%	15.3%	15.2%	12.3%	10.5%
South Miami Dade	7.0%	8.1%	3.8%	9.6%	5.2%	4.8%	6.3%

<sup>&</sup>lt;sup>†</sup>Based on people who used lodging.



## V. Visitor Perceptions

### A. Satisfaction Levels

Table 5A-1

Overnight		to Greate sfaction v			Beaches		
	<u>2001</u> %	<u>2002</u> %	<u>2003</u> %	<u>2004</u> %	2005 %	<u>2006</u> %	2007
Extremely Satisfied	, •	, •	, •	, •	, •	, •	
Total Domestic	60.4 69.2	<u>49.7</u> 61.5	38.6 54.9	48.6 63.4	<u>57.8</u> 70.5	73.2 76.2	74.6 75.9
International	50.2	34.8	19.6	36.2	43.5	68.8	72.8
Very Satisfied							
<u>Total</u> Domestic	<u>35.2</u> 28.9	<u>44.0</u> 35.6	<u>50.7</u> 39.1	<u>42.7</u> 30.6	<u>35.2</u> 24.7	<u>23.4</u> 20.5	<u>22.2</u> 20.4
International	42.4	54.6	64.4	52.7	47.0	27.7	24.7
Extremely/Very Satisfied							
<u>Total</u> Domestic	<u>95.6</u> 98.0	<u>93.7</u> 97.1	<u>89.3</u> 93.9	<u>91.2</u> 94.0	<u>93.0</u> 95.2	<u>96.6</u> 96.7	96.8 96.3
International	92.7	89.4	84.0	88.9	90.5	96.4	97.5
Somewhat Satisfied							
<u>Total</u> Domestic	<u>3.8</u> 1.5	<u>5.8</u> 2.5	<u>9.6</u> 5.4	<u>7.8</u> 5.2	<u>6.2</u> 4.1	3.0 2.8	<u>2.5</u> 2.8
International	6.4	2.5 9.9	14.6	9.9	8.5	3.3	1.9
Somewhat/Very Dissatisfied							
<u>Total</u>	<u>0.7</u> 0.4	<u>0.5</u> 0.4	<u>1.0</u> 0.7	<u>0.9</u> 0.6	<u>0.8</u> 0.7	<u>0.3</u> 0.5	<u>0.7</u> 0.9
Domestic International	0.4 0.9	0.4 0.7	0.7 1.4	0.6 1.1	0.7 1.0	0.5 0.2	0.9 0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0



### B. Intention to Return to Greater Miami and the Beaches

Table 5B-1

Over	night Vis	itors to Gi			e Beache	S	
		Satisfac	tion with	Visit			
	2001	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%	%
Definitely Likely							
<u>Total</u>	<u>62.1</u>	<u>56.7</u>	<u>51.5</u>	<u>57.5</u>	<u>67.2</u>	<u>79.5</u>	<u>81.6</u>
Domestic	71.0	69.5	66.8	68.1	75.0	81.9	82.7
International	51.8	40.6	33.7	48.8	58.5	75.9	80.3
Very Likely							
<u>Total</u>	<u>25.9</u>	<u>28.8</u>	<u>27.4</u>	<u>30.0</u>	<u>25.5</u>	<u>16.8</u>	<u>16.2</u>
Domestic	22.9	24.8	21.8	24.5	20.8	15.1	15.3
International	29.2	33.8	33.8	34.7	30.6	19.4	17.5
Definitely/Very Likely							
Total	<u>88.0</u>	<u>85.5</u>	<u>78.9</u>	<u>87.6</u>	<u>92.7</u>	<u>96.3</u>	<u>97.8</u>
Domestic	93.9	94.3	88.7	92.6	95.8	97.0	97.9
International	81.0	74.4	67.5	83.4	89.2	95.3	97.7
Somewhat Likely							
Total	<u>11.1</u>	<u>13.7</u>	<u>19.8</u>	<u>11.0</u>	<u>6.1</u>	3.2	2.0
Domestic	5.7	5.1	10.3	6.4	3.7	2.4	1.9
International	17.4	24.4	30.8	14.8	8.8	4.3	2.2
Not Very/Not at All Likely							
<u>Total</u>	<u>0.9</u>	<u>0.9</u>	<u>1.4</u>	<u>1.3</u>	<u>1.2</u>	<u>0.5</u>	<u>0.1</u>
Domestic	0.4	0.5	1.0	1.0	0.5	0.6	0.1
International	1.6	1.1	1.8	1.7	1.9	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0



### C. First Time Visitors to Greater Miami Area

Table 5C-1

Overnight Visitors to Greater Miami and The Beaches										
	2003	2004	2005	2006	2007					
Total Visitors										
	(000)	(000)	(000)	(000)	(000)					
Have Visited Before	8,126.21	8,593.97	8,928.26	8,677.17	9,871.87					
Have Not Visited Before	2,318.79	2,367.73	2,373.34	2,907.84	2,094.03					
	%	%	%	%	%					
Have Visited Before	77.8	78.4	79.00	74.9	82.5					
Have Not Visited Before	22.2	21.6	21	25.1	17.5					



#### D. Most Liked Features

The international and domestic visitor continued to have different favorite features. Overall, weather, beaches, and international ambiance are the leading features. For the domestic visitors in 2007, the weather was by far the number one favorite feature (59%). The Beaches was second (40%) and night life was third (26%). The international visitors, on the other hand, mentioned international ambiance (37%) most often, followed by the weather (33%), then beaches (30%).

Miami continues to attract the domestic visitors who come to escape the weather and come enjoy the beaches. Meanwhile international visitors may not only be coming to escape cold weather, but also to take advantage of Miami's great shopping and to enjoy the international ambience that Greater Miami offers. There has been an increase over previous years of international visitors who enjoy the international ambiance, which has made it the top feature most liked by international visitors.

Table 5D-1

	2001	2002	2003	2004	<u>2005*</u>	<u>2006</u>	<u>2007</u>
<u>Total Visitors</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Weather	58.2	57.7	60.3	55.2	50.5	50.3	47.4
Beaches	49.3	44.4	32.2	30.0	31.5	36.7	35.8
International ambiance	5.4	7.7	18.2	24.0	11.7	13.8	25.4
Night life	26.0	20.4	14.8	15.8	22.2	20.9	24.3
Shopping	20.9	18.4	24.2	27.4	26.8	21.4	17.1
Attractions	11.9	15.3	7.4	11.0	11.3	9.4	16.8
South Beach/Ocean Drive	18.6	14.4	12.8	10.7	15.7	17.6	15.7
Restaurants	11.1	13.5	21.7	22.5	16.7	12.4	13.2
Friendly people	6.6	9.3	10.3	23.9	17.2	19.4	12.3
Cleanliness	4.4	5.6	7.5	21.9	11.0	9.7	8.5
Prices	6.3	5.3	7.6	14.1	7.4	9.5	7.8
Accommodations	5.5	9.9	12.0	13.9	7.0	7.4	6.4
Bayside Marketplace	8.5	3.5	1.0	4.0	5.3	2.6	3.4
Service Employees	0.5	3.1	12.7	16.2	3.6	2.7	2.8



Table 5D-2

	2001	2002	2003	2004	2005*	2006	2007
<b>Domestic Visitors</b>	<u>%</u>						
Weather	75.2	75.7	77.8	81.2	71.1	60.7	58.6
Beaches	50.2	42.3	36.7	32.9	34.6	39.1	39.9
Night life	25.7	25.2	22.6	26.9	33.4	26.0	25.5
Sun bathing	19.1	14.4	9.8	3.8	3.6	2.3	21.1
International ambiance	5.4	4.1	8.2	13.0	7.2	8.9	17.0
South Beach/Ocean Drive	19.9	18.0	14.8	11.9	15.6	16.0	13.5
Attractions	9.7	12.2	9.7	9.6	10.6	7.7	12.5
Restaurants	3.0	7.2	12.7	14.6	10.1	7.4	9.5
Shopping	5.4	6.4	9.9	8.8	11.2	11.5	8.6
Friendly people	2.2	3.9	5.7	13.9	13.4	15.9	8.0
Accommodations	5.5	3.7	7.7	10.9	6.8	6.9	4.1
Prices	1.1	1.6	4.4	9.2	6.2	7.6	3.5
Cleanliness	0.4	2.2	4.2	12.4	7.1	6.9	3.5

<sup>\*</sup>Features are ranked by 2007 figures.

Table 5D-3

	<u>2001</u>	2002	2003	2004	<u>2005*</u>	2006	2007
International Visitors	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
International ambiance	9.2	12.2	29.9	33.1	16.8	21.2	36.5
Weather	38.7	35.1	40	33.6	27.5	34.6	32.5
Beaches	48.4	46.9	27	27.6	28.0	33.2	30.2
Shopping	38.7	33.4	40.9	42.8	44.2	36.4	28.3
Night life	26.4	14.2	5.7	6.5	9.7	13.3	22.7
Attractions	14.5	19.3	4.6	12.1	12.1	11.9	22.4
South Beach/Ocean Drive	17.1	9.9	10.6	9.6	15.9	20.0	18.6
Restaurants	20.5	21.3	32.2	29.1	24.1	20.0	18.1
Friendly people	11.7	16.2	15.6	32.3	21.6	24.7	18.1
Cleanliness	9.0	9.9	11.5	29.9	15.4	14.0	15.0
Prices	12.3	9.9	11.4	18.1	8.8	12.4	13.5
Accommodations	9.8	17.7	17.1	16.5	7.2	8.2	9.5
Bayside Marketplace	17.8	6.9	1.6	6.3	8.3	4.0	5.1
Service Employees	0.9	5.6	17.8	20.1	4.1	3.3	4.4
Like Everything	1.5	2.6	5.5	7.4	8.2	0.9	0.3

<sup>\*</sup>Features are ranked by 2007 figures.



### E. Areas Visited In Greater Miami and the Beaches

Diversity of destination matched the diversity of visitors' interests. Visitors took in a wide variety of Greater Miami and the Beaches' natural attractions, exciting streets and shops, night life and attractions. The top two areas visited continued to be the Art Deco/South Beach area and the beaches in general. Downtown Miami and the Gables area saw an increase in traffic in 2007.

Table 5E-1

	<u>2001</u>	2002	2003	<u>2004</u>	<u>2005</u>	2006	<u>2007</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Art Deco District/South	71.8	77.4	68.9	66.8	70.1	67.8	53.3
Beach							
The Beaches	70.2	68.8	55.4	56.0	60.7	57.7	51.2
Lincoln Road	20.5	27.8	31.0	29.6	38.0	36.0	27.6
Aventura Mall	33.7	25.1	25.6	25.4	31.5	33.4	24.9
CocoWalk/Mayfair/Coconut	40.0	31.6	24.1	25.7	32.1	26.0	24.9
Grove	=0.0	44.0		0.4.0	00 =	o= 0	
Bayside Marketplace	52.6	44.0	29.5	31.6	30.5	27.3	24.4
Downtown Miami	29.8	24.5	19.0	20.6	16.4	17.6	24.1
Coral Gables	16.2 6.2	10.2 3.6	5.6 5.8	6.6	10.3	19.6	24.1 17.9
Little Havana				8.1	11.7	14.6	
Night Clubs	21.8	20.2	12.1	11.9	15.3	17.9	16.4
Dolphin Mall	N/A	N/A	N/A	15.4	17.6	13.9	12.5
Dadeland Mall	7.9	9.9	12.9	15.8	17.7	14.1	11.8
Miami Seaquarium	6.5	9.4	6.3	6.8	5.8	7.2	8.5
Key Biscayne	10.9	12.7	8.0	7.4	9.9	11.7	7.5
Bal Harbour Shops	9.0	6.9	6.7	6.7	8.0	11.6	6.6
International Mall	8.0	9.8	6.0	11.4	11.3	8.1	6.6
Theaters	10.7	12.9	8.8	6.7	7.9	9.3	6.3
Place on Flagler	15.7	7.8	7.3	4.4	3.7	3.0	4.5
Golf	7.2	6.9	7.0	6.5	6.3	5.3	4.3
Parrot Jungle	0.2	0.2	0.6	2.4	2.2	3.4	3.8
Everglades National Park	1.6	1.4	1.7	1.6	2.2	4.7	3.7
The Falls	2.8	1.7	4.2	4.7	4.5	5.4	3.5
Westland Mall	1.6	2.1	2.2	3.8	5.4	3.6	3.2
One day/Casino Cruise	4.9	4.6	3.7	2.7	3.5	2.8	3.0
Water Sports/Activities	4.5	2.3	2.6	1.7	4.0	2.7	2.9
Mall of the Americas	3.0	3.3	3.7	5.1	6.7	4.8	2.3
Museums	9.8	10.1	6.9	4.8	4.4	4.1	1.9
Parks	2.6	2.3	1.5	1.2	5.8	7.0	0.8

<sup>\*</sup> Visitors may give more than one response



#### F. Least Liked Features

For International visitors, fears of crime and concerns about safety that were reflected several years ago have abated drastically. Traffic, on the other hand, is now seen as the leading negative feature among both the international visitor and the domestic visitor.

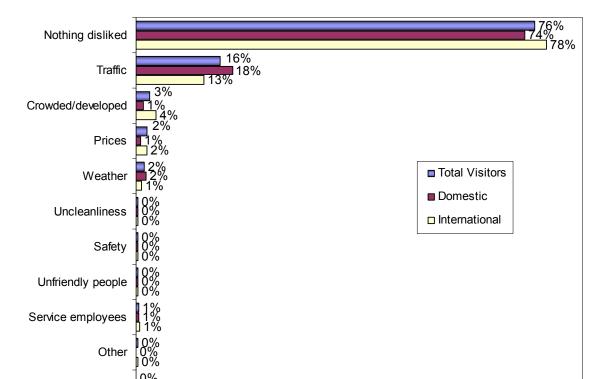


Table 5F-1



Accommodations

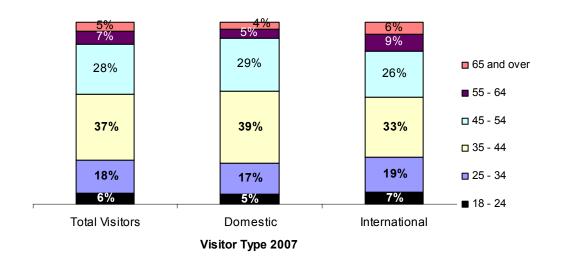
Restaurant

### **VI. Visitor Profile**

### A. Age Characteristics of Respondents

	2001	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%	%
Total Overnight							
Visitors							
18 - 24	9.5	7.1	9.5	8.3	6.9	6.8	6.0
25 - 34	17.9	19.3	21.6	22.9	23.5	20.0	17.9
35 - 44	38.8	38.9	35.5	33.4	34.3	35.5	36.5
45 - 54	26.8	26.3	24.9	25	26.9	27.6	27.6
55 - 64	4.5	5	4.8	5.9	4.6	6.5	7.0
65 and over	2.4	3.4	3.7	4.4	3.9	3.5	4.8

### Overnight Visitors to Greater Miami and the Beaches, Age Characteristics, 2007

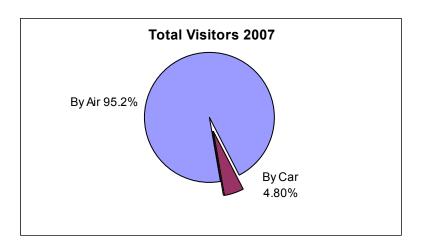


Average Age	2001	2002	2003	2004	2005	2006	2007
Total Overnight	40.3	40.9	40.1	40.7	40.6	41.3	42.2
Visitors	years						
Domestic Visitors	40.8	40.3	40.0	39.8	39.6	40.9	41.9
	years						
International	39.6	41.6	40.3	41.4	41.7	41.9	42.7
Visitors	years						



### **B.** Mode of Arrival

Overnight Visitors									
	2006	2007							
By Air	95.4%	95.2%							
By Car	4.6%	4.8%							
	(000)	(000)							
By Air	11,052.1	11,391.54							
By Car	532.9	574.36							



### C. Party Size

Overnight Visitors										
2003 2004 2005 2006 2007										
	%	%	%	%	%					
One	28.6	32.9	28.9	24.9	27.1					
Two	49.5	45.5	46.5	48.3	50.3					
Three or more	21.9	21.4	24.4	26.7	22.6					
Average party size	2.13	2.07	2.14	2.19	2.09					



### VII. Economic Impact of Overnight Visitors

#### A. Direct Impact: Expenditures

Direct expenditures of overnight visitors to Greater Miami and the Beaches are estimated from visitor-reported spending collected in the continuing monthly profile study. Visitors are asked for the average daily expenditures on lodging, food, transportation, entertainment and shopping for their visitor party. Per party daily expenditures are divided by the number of people per party to estimate per visitor daily expenditure. Per visitor daily expenditure is multiplied by the average number of nights stayed to estimate average total expenditures per visitor for the entire visit. Total average expenditures per visitor are projected against the total number of visitors to estimate the total direct expenditures of overnight visitors.

The tables on the following pages display the data in terms of the expenditures per party and per person in each of the categories, by domestic and international visitors. This data is then projected to develop estimates of the total <u>direct</u> expenditures made by overnight visitors to Greater Miami and the Beaches during 2007.



### **B. Visitor Expenditures**

Table 7B-1

	Overnight	Visitors To	o Greater M	/liami And	The Beach	nes	Overnight Visitors To Greater Miami And The Beaches										
		Averag	e Daily Exp	oenditures													
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>										
Type of Expenditure Lodging	\$126.50	\$107.72	\$99.36	\$133.53 <sup>†</sup>	\$145.01 <sup>†</sup>	\$153.75 <sup>†</sup>	\$145.81 <sup>†</sup>										
All Meals	\$99.26	\$89.81	\$78.41	\$77.50	\$87.97	\$100.48	\$91.91										
Transportation	\$43.79	\$41.30	\$35.58	\$35.29	\$42.03	\$43.65	\$33.69										
Entertainment	\$88.15	\$75.28	\$60.63	\$57.59	\$67.84	\$82.34	\$70.06										
Shopping	<u>\$78.15</u>	<u>\$80.41</u>	<u>\$100.44</u>	<u>\$120.45</u>	<u>\$123.19</u>	<u>\$157.22</u>	\$169.62										
Total: Avg. Daily \$ Per Party	\$435.85	\$394.52	\$374.42	\$424.36	\$466.04	\$537.44	\$511.09										
Divided by: Avg. Party Size	2.06	2.04	2.13	2.07	2.14	2.19	2.09										
Avg. Daily \$ Per Visitor	\$211.58	\$193.39	\$175.78	\$205.00	\$217.78	\$245.41	\$244.54										
Multiplied by: Length of Stay Median No. of Nights	6.26	6.02	5.40	6.08	6.25	5.74	5.85										
Total: \$/Person/Visit	\$1,324.49	\$1,164.21	\$949.23	\$1,246.40	\$1,361.1	\$1,408.63	\$1,430.56										
Multiplied by Total Visitors (000)	10,509.3	10,231.5	10,445.0	10,961.7	11,301.6	11,585.0	11,965.9										
Total Overnight Visitor Expenditures (In Billions)	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.7	\$15,382.6	\$16,319.0	\$17,117.9										



**Source: Synovate** †Based on people who used lodging.

Table 7B-2

			<del></del>				
Type of Expenditure	<u>2001</u> \$ (Billion)	2002 \$ (Billion)	2003 \$ (Billion)	2004 \$ (Billion)	2005 \$ (Billion)	2006 \$ (Billion)	2007 \$ (Billion)
Lodging	\$4,036.7	\$3,251.9	\$2,631.1	\$4,299.1 <sup>†</sup>	\$4,786.4 <sup>†</sup>	\$4,667.3 <sup>†</sup>	\$4,875.60 <sup>†</sup>
All Meals	\$3,173.6	\$2,703.9	\$2,076.3	\$2,495.2	\$2,903.6	\$3,051.6	\$3,081.60
Local Transportation	\$1,405.9	\$1,250.7	\$942.2	\$1,136.2	\$1,387.3	\$1,321.8	\$1,129.78
Entertainment	\$2,811.7	\$2,275.1	\$1,605.5	\$1,854.2	\$2,239.2	\$2,496.8	\$2,345.15
Shopping	<u>\$2,491.6</u>	<u>\$2,430.0</u>	<u>\$2,659.7</u>	<u>\$3,878.0</u>	<u>\$4,066.1</u>	<u>\$4,781.5</u>	\$5,684.14
Total Expenditures	\$13,919.5	\$11,911.6	\$9,914.7	\$13,662.7	\$15,382.6	\$16,319.0	\$17,117.9
	%	%	%	%	%	%	%
Lodging	29.0	27.3	26.5	31.5	31.1	28.6	28.5
All Meals	22.8	22.7	20.9	18.3	18.9	18.7	18.0
Local Transportation	10.1	10.5	9.5	8.3	9.0	8.1	6.6
Entertainment	20.2	19.1	16.2	13.6	14.6	15.3	13.7
Shopping	<u>17.9</u>	<u>20.4</u>	<u>26.8</u>	<u>28.4</u>	<u>26.4</u>	<u>29.3</u>	<u>33.2</u>
Total Expenditures	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>&</sup>lt;sup>†</sup>Based on people who used lodging.

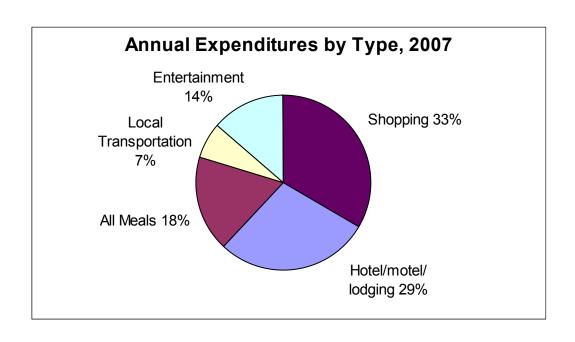




Table 7B-3

# Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By Domestic Visitors

Domestic									
	<u>2001</u>	2002	2003	2004	2005	2006	<u>2007</u>		
Lodging	\$132.19	\$123.62	\$116.92	\$143.24 <sup>†</sup>	\$147.13 <sup>†</sup>	\$152.4 <sup>†</sup>	\$144.49 <sup>†</sup>		
All Meals	104.26	102.02	88.42	90.59	91.98	96.42	91.56		
Transportation	44.49	44.36	32.24	42.31	45.36	40.53	32.62		
Entertainment	98.10	90.29	74.38	79.03	77.72	78.57	71.69		
Shopping	<u>60.13</u>	<u>59.22</u>	62.67	62.69	<u>79.76</u>	<u>104.21</u>	<u>97.34</u>		
Total: Avg. Daily \$ Per Party	\$439.17	\$419.51	\$374.63	\$417.86	\$441.95	\$472.13	\$437.70		
Avg. Party Size	1.97	2.05	2.05	2.02	2.04	2.05	2.03		
Avg. Daily \$ Per Visitor	\$222.93	\$204.38	\$182.74	\$206.86	\$216.64	\$230.31	\$215.62		
Length of Stay Median No. of Nights	6.07	5.79	5.46	5.81	6.02	5.13	5.02		
Total:									
\$/Person/Visit	\$1,353.19	\$1,183.4	\$997.77	\$1,201.86	\$1,304.19	\$1,11.40	\$1,082.40		
Visitors (000)	5,263.6	5,316.2	5,585.3	5,726.7	6,028.7	6,262.8	6,492.3		
Total Overnight Visitors Expenditures (In Millions)	\$7,122.7	\$6,298.5	\$5,572.84	\$6,882.70	\$7,862.60	\$7,398.9	\$7,027.3		

Source: Synovate
†Based on people who used lodging.



Table 7B-4

### Overnight Visitors to Greater Miami and the Beaches Average Daily Expenditures, By International Visitors International

International							
	<u>2001</u>	2002	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Lodging	\$119.90	\$87.65	\$77.69	\$121.72 <sup>†</sup>	\$142.03 <sup>†</sup>	\$155.96 <sup>†</sup>	\$147.93 <sup>†</sup>
All Meals	93.47	74.49	65.97	66.42	83.40	106.56	92.36
Transportation	40.64	37.47	30.61	29.55	38.23	48.35	35.11
Entertainment	74.52	56.37	42.93	39.17	56.42	88.00	67.86
Shopping	<u>96.80</u>	<u>107.08</u>	<u>146.79</u>	<u>169.42</u>	<u>172.92</u>	<u>236.91</u>	<u>265.51</u>
Total: Avg. Daily \$ Per Party	\$425.33	\$363.05	\$363.99	\$426.28	\$493.00	\$635.78	\$608.77
Avg. Party Size	2.16	2.02	2.23	2.11	2.24	2.40	2.16
Avg. Daily \$ Per Visitor	\$196.91	\$179.32	\$163.22	\$202.03	\$220.09	\$264.91	\$281.84
Length of Stay Median No. of Nights	6.58	6.36	5.25	6.50	7.0	6.36	6.59
Total: \$/Person/Visit	\$1,295.69	\$1,140.5	\$856.93	\$1,313.18	\$1,540.63	\$1,684.83	\$1,857.33
Visitors (000)	5,245.7	4,915.2	4,859.7	5,235.1	5,272.9	5,322.2	5,473.6
Total Overnight Visitors Expenditures (In Millions)	\$6,796.8	\$5,613.1	\$4,164.4	\$6,874.6	\$8,123.6	\$8,976.0	\$10,166.3

Source: Synovate
†Based on people who used lodging.

